

# *Hearts Opening to Others...*

## *TECC 2004*

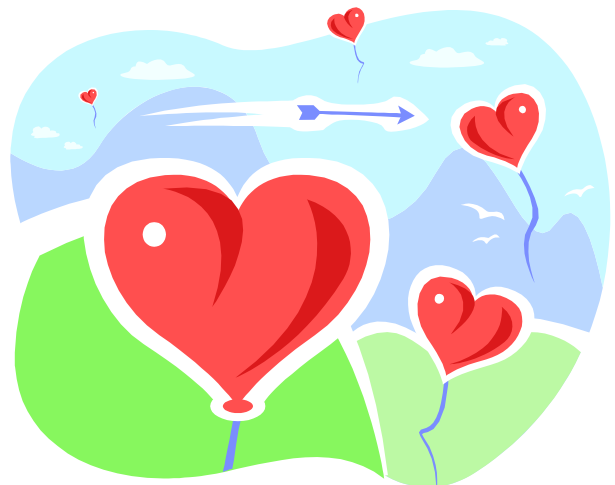
The State of Tennessee has committed to conducting a workplace giving campaign to benefit over **1,300** charities representing health and medical research, environmental and social justice issues and human service needs that help all Tennesseans.

You have been selected to play a significant role in this effort as a **campaign coordinator**. The skills and abilities you bring to this job will create enthusiasm and build support within your workplace.

Your primary focus is to ensure that **EVERY EMPLOYEE** in your agency receives quality **EDUCATION** about the charitable campaign, its federations, and independent charities, and that each employee is presented with an **OPPORTUNITY** to contribute to the organization of their choice.

This workbook is a **reference tool** to help you conduct your campaign, beginning to end. Note-taking space has been provided so you can jot down ideas and remind yourself of things you want to do to make your campaign easy and effective. The federations and independent charities in the back of this book are committed to helping you manage your responsibility and make it fun and rewarding. Call on us anytime to assist you.

Campaign Dates:  
October 25 through  
November 30, 2004



2004  
Tennessee Employees  
Charitable Campaign

# *Campaign Plan for Success*

In order to ensure that *every* employee receives *education* about the campaign and has an *opportunity* to contribute, a campaign plan is crucial. Use this tool to develop a concrete plan for the *Hearts Opening to Others* campaign. Then implement the plan, using the helpful tips included in this workbook and *enjoy your success!*



**Appointing Authority and/ or Office/Facility Manager**

- Authorizes an Employee Campaign Committee
- Sends Endorsement Letter to Employees
- Speaks at Employee Meeting(s)
- Supports Campaign Goal
- Makes a Personal Leadership Gift
- Approves time for all employee meetings  
or one-on-one solicitation efforts



**Campaign Coordinator**

- Attends TECC Training
- Develops campaign plan and timetable
- Secures a Co-coordinator or Team Leaders
- Assembles & leads a campaign committee
- Completes campaign and submits reports

**By Friday, December 10, 2004**



**Employee Campaign Committee**

- Uses tools to educate, publicize &  
promote campaign
- Identifies employees who have  
received services to share their  
stories
- Develops intra-departmental competition
- Promotes incentives
- Determines method of solicitation
  - Group Meeting
  - One-on-One Solicitation
- Arranges Solicitor Training
- Arranges Employee Meetings
- Arranges Agency Fair / Meeting Speaker
- Develops and implements publicity  
and events
- Implements “Thank You” Program



# **Recruit Your Team . . .**

A successful campaign is almost impossible to implement alone. Recruit co-workers to give you a hand. By “spreading the wealth” no one is overwhelmed and everyone on the team gets to enjoy being part of a successful and worthwhile effort.

Use the space below to identify members you would like to have on your Team (be sure to get their supervisor’s approval). . .

## **1. \_\_\_\_ *At least one Representative from EACH division/office and EACH shift***

_____	_____	_____
<i>Department/Division</i>	<i>Shift</i>	<i>Name</i>
_____	_____	_____
<i>Department/Division</i>	<i>Shift</i>	<i>Name</i>
_____	_____	_____
<i>Department/Division</i>	<i>Shift</i>	<i>Name</i>
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<i>Department/Division</i>	<i>Shift</i>	<i>Name</i>
_____	_____	_____
<i>Department/Division</i>	<i>Shift</i>	<i>Name</i>

## **2. \_\_\_\_ *Natural Leaders in your department***

\_\_\_\_\_

*Name*

\_\_\_\_\_

*Name*

\_\_\_\_\_

*Name*





# Spread the News!

***Promoting*** your campaign is crucial to a successful “fun-raising” effort. Review the list of ideas below and put a checkmark beside ***all*** of the ones that could work well in your agency.

\_\_\_ Distribute a **letter** from your appointing authority and/or office/facility supervisor encouraging support of the campaign.

\_\_\_ Promote the date and time of any **TECC Group Meetings** at least two weeks prior to the event.

\_\_\_ Include a **testimonial** from an employee in your department newsletter and/or as part of your group meeting.

\_\_\_ Utilize your **e-mail system** to communicate important information about the TECC (meeting dates, fun facts, pledge reminders, campaign goal, etc.)



# Select Your Solicitation Method

*Remember. . .*

Your **primary goal** is to be certain **every** employee receives **quality education** about the TECC and the **opportunity** to give to the organization of their choice.

Only you and your campaign committee can determine the best solicitation method to achieve this goal. There are advantages to both the **GROUP SETTING** and the **INDIVIDUAL SETTING**. Study each method further to determine which one will work best in your agency.

## Group Setting

- Offers a more **efficient** use of **your** time
- Ensures all employees receive a **consistent** message
- Allows employees to make an informed decision in a **pressure-free** environment
- Generally results in **higher participation rate** and average gift

### Sample Agenda for Group Setting – 20 minutes

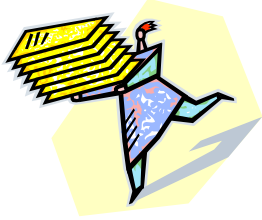
Welcome & Overview of TECC	(5 minutes)	Manager or Coordinator
Testimonial	(3-8 minutes)	
Ask for Pledge and Answer Questions	(2-5 minutes)	Coordinator
Collection of Pledge Forms & Closing	(2-5 minutes)	Manager or Coordinator

## Individual Setting

- Provides a personal ask of each employee
- Can be especially effective if departmental activity or multiple shifts make group meetings less than optimal
- Offers opportunity to answer employee's questions in a personal setting
- Should be used to follow up with those unable to attend group meetings

Reaching **every** employee is potentially more difficult with the individual setting method. You'll need to keep the following in mind to achieve good results:

- Hand pick your solicitation team members. You'll need **one person for every 25 employees**. Select people respected by fellow employees and who are willing to ask others for their pledges.
- Establish and publicize the date, time and location of your **solicitor training meeting**.
- Provide team members with informational material, past giving history and inspiration that will motivate them to contact **every** employee.



## Don't Forget the Pledge Forms!

All the effort you put into the campaign will be for naught if you do not get all of the pledge forms back. The *easiest* way to secure the pledge forms is to collect them before your **Group Meeting** is over. A special drawing or distribution of incentive(s) once pledge forms have been turned in at the meeting is an ideal way to gather the forms. Also, try to not hand out pledge booklets *until* the solicitation meeting. Otherwise, booklets and forms can become misplaced, which will lead to a more difficult follow-up effort.

Plan for your committee to spend some time doing follow-up and plan a deadline for all forms to be returned. Make sure your deadline gives you time to compile your report and submit your results **by December 10th**. Include persons unable to attend the group meeting(s) – make sure they receive their pledge booklets and are aware of the deadline. And, finally, don't hold all of your pledge forms and Report Form waiting on a *few stragglers*. . . submit the bulk of your pledge forms and report when 95% of your solicitation is complete. If you should receive pledge forms after your report has been submitted to the Department of Personnel, please submit a supplement to your original report. This supplemental report should indicate **only the additional total amount and have "SUPPLEMENTAL REPORT" written at the top of the form.**



This year's pledge form is attached directly to the pledge booklet AND is now a **3 part form!**

**Original Copy – to Payroll for processing**

**2<sup>nd</sup> Copy – to Department of Personnel for donor acknowledgement, if applicable.**

**3<sup>rd</sup> Copy – to Donor as Receipt**

## Voluntary Giving. . .

The success of the TECC has been rooted in the relationships that have been formed with individuals that truly desire to be a part of improving the quality of life in Tennessee. In keeping with this tradition, the TECC is dedicated to preserving the rights of our employees to make their own personal choices about giving.



- Any use of pressure or coercion is unethical and does far more harm than any short-term goals it may produce.
- Contributing to the TECC should be presented as an *opportunity* to help others in need.
- The most effective workplace campaigns are the result of employee *education* about the TECC and the hard-working agencies it supports.

# Acknowledgement of Gifts and Report Forms

*Merci*



## DONOR ACKNOWLEDGEMENT BY THE RECEIVING ORGANIZATION

You will note that on the pledge form again this year there is an option for donors who **wish to receive an acknowledgement** from the organization to which they designate their gift. When you receive pledge forms with the Acknowledge box checked by the donor, detach the yellow copy and send all these forms, along with your Report Form to:

Dept. of Personnel, Employee Relations Division  
James K. Polk Building, 1<sup>st</sup> Floor  
505 Deaderick Street  
Nashville, TN 37243

## CAMPAIGN REPORT FORM TO THE DEPARTMENT OF PERSONNEL DUE DECEMBER 10, 2004

You may choose to distribute Report Forms to coordinators who are assisting with your agency's campaign. When the majority of pledge forms and reports have been received, complete **ONE** Final Report Form listing the **grand total** for your agency's campaign. This is the Report Form that you will submit to the Department of Personnel by December 10<sup>th</sup> to record your agency's total gift. If you have additional pledges after submitting your Agency Final Report Form, please submit a supplemental Report Form showing the total of the **additional pledges only**. Please *clearly date and mark* this Form as "**SUPPLEMENTAL REPORT**".



# SAMPLE LETTERS

**Start (and end!) your campaign with a written endorsement from the top. Here are sample letters for employees. This simple step can be crucial to the overall success of your campaign.**

## Pre-Campaign Endorsement and Thank You Letter

*Dear Fellow State Employee,*

*I am writing to ask for your support in making the 2004 Tennessee Employees Charitable Campaign (TECC) an overwhelming success. During last year's campaign, state employees gave over \$500,000 to the TECC supported charities.*

*You and I know, however, that there are still many Tennesseans who need assistance. Every day you serve them through your work – and many of you also actively volunteer in your community. The TECC is another way in which we can serve the public. It's a truly unique way to offer financial help to hundreds of worthy organizations, enabling them to better serve others.*

*State employees have proven time and again to be invaluable resources in their communities. Let's continue that tradition and make the 2004 TECC the best ever. Your blue campaign brochure makes it easy to find out more about charities you are interested in supporting. When asked, please join me in giving from the heart. Our community is counting on us.*

*Dear*

,

*Thank you for making the 2004 Tennessee Employees Charitable Campaign a success! Through your generous support, we raised **(amount)** to help a variety of charitable organizations in our state. Together, we are demonstrating that we care about our co-workers, friends and neighbors in need.*

*Again, please accept my sincere thanks for your generosity. All of us benefit when we work together on behalf of our community and our state.*



# Additional Campaign Suggestions . . .

The suggestions that follow are some of the ideas that have been utilized successfully to promote the campaign spirit. Most of the ideas can be developed or adapted for use in your office or facility with a minimum of invested time and resources.

So, be creative. Have fun! Enjoy our celebration of caring!

## *Campaign Kick Off Ideas*

**Kick-offs raise awareness about TECC and promote your campaign. A Kick off signifies the beginning of your TECC fund drive. You can add excitement to your campaign by using any of the following ideas.**

- ☺ Sponsor a “PUTT OFF” putting contest for serious or miniature golf pros!



- ☺ Arrange an “Agency Fair” where representatives from various TECC sponsored charities set up booths with literature about their programs in an area of your office.



## *Campaign Promotions*

Promotions will increase campaign awareness, create a sense of team spirit and provide information to potential contributors to help them make more informed giving decisions. Learning can be fun!

- ☺ The TECC message, logo and 2004 campaign theme can be included in e-mail messages, newsletters and special flyers.



- ☺ Encourage friendly competition during the campaign between divisions, shifts, etc. The division with the highest per capita gift wins a pizza party or some other incentive prize.

- ☺ Arrange an employee visit to a TECC sponsored agency near you. Take pictures of your trip to share with others!



# *Campaign Incentives*

An incentive program can add fun and flavor to the campaign and increase employee contributions. Donated gifts and prizes can be awarded in a variety of ways:

- Incentives can be based on any of the following criteria:
  - employees who turn in pledge forms early
  - employees who turn in their pledge form at the group meeting
- A sampling of prizes for campaign events would include:



- Premium Parking Spaces
- Casual Dress Days
- Singing Telegrams (performed by co-workers!)
- Dinner prepared by Agency Management
- Gift Certificates
- Dinner for Two at a local restaurant
- Free lunch in agency cafeteria (if applicable)

## *"Thank You" Ideas*

Remember to thank those employees who contributed their time, energy and money to the campaign. Without their help, your campaign wouldn't have been so successful.

- ⚙ Run "Thanks" ads in employee publications or via e-mail
- ⚙ Send a post-campaign thank you letter from agency management
- ⚙ Sponsor an end-of-campaign coffee break or reception



[illegible]

# Agency Contact Information

**These agencies will be delighted to assist you in conducting a successful and informative campaign in your office or facility.**

They can provide speakers for your group meetings, set up a booth for an agency fair and provide information about how their program helps people in your community. Research has shown that the more a donor knows about a charitable organization, the more likely he or she is to contribute to it.

These agencies are a wonderful resource for you – please call on them and let them assist you with your campaign efforts!

## ***COMMUNITY HEALTH CHARITIES OF TENNESSEE***

5409 Maryland Way, Suite 130 Brentwood, TN 37027

Local Phone-615-383-0807

Fax -615-292-6854

Toll Free-1-877-835-8101

Janet M. Feulner, Executive Director

Private and Municipal Campaigns

info@communityhealthtn.org

[www.healthcharities.org](http://www.healthcharities.org)

## ***COMMUNITY SHARES OF TENNESSEE***

Community Shares is a statewide federation with offices in Knoxville and Nashville.

Our **Knoxville** office can respond to needs across east Tennessee.

Contact them at **865/522-1604 or 888/7SHARES (888/774-2737)**.

Our **Nashville** office covers all of Middle and West Tennessee.

For needs in those areas, call **615/726-2284**.

Many of our agencies listed in your pledge booklet have chapters across the state.

Visit our web site for more information. [www.communitysharestn.org](http://www.communitysharestn.org).

## ***UNITED WAYS OF TENNESSEE***

Each United Way in Tennessee is operated independently.

An alphabetic listing of United Ways and names of contacts is on the following pages.

If your home county is not listed, please contact:

Julie Denning, President

United Ways of Tennessee, 103 Hazel Path Court ~ Suite 5 Hendersonville, TN 37075

615-264-UWTN (8986)

[jdenninguwt@bellsouth.net](mailto:jdenninguwt@bellsouth.net)

## ***INDEPENDENT CHARITABLE ORGANIZATIONS***

A complete listing of contact information for the participating independent organizations is included.